

SEP 02 '97 15:56 FR SALES DEPT.

617 028 9264 TO 15089230240

P.02



TO: All Store Managers
FROM: Al McKay *Al*
RE: Winston Advertising
DATE: September 2, 1997

NOTICE!!!!

*This program and buy down has been extended through January 1, 1998.
Please continue to cooperate with the posting of sign material. Thank you.*

The 20¢ buy down on Winston cigarettes has been extended through January 1, 1998. This coincides with the major advertising campaign entitled "Winston No Bull" about our brand. This campaign not only promotes the new packaging, but more importantly, the fact that Winston contains "no additives."

To tie in with the "No Bull" theme, we have authorized three pieces of POS advertising.

- Business Hour Sign (12x11)
- Push/Pull Sign (8x4)
- "No Bull" outdoor banner to be used whenever possible and a smaller window sign version.

Your RJR representative will provide the material on their next store call.

We are receiving an allowance in addition to the buy down for supporting this promotion.

cc: General Managers
Regional Managers
Area Sales Managers
Jim Merusi, RJR
Les Holmes

51850 6255

*** TOTAL PAGE 02 ***

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R.J. REYNOLDS, 1142